

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

119
2034w

U. S. D. A.
 U. S. Department of Agriculture

State Ext.
 Service

College
 Station



The Hook UP

Home
 Agent

County
 Agent

Extension
 Editor

A ROUND-ROBIN CIRCUIT LINKING FARM & HOME BROADCASTERS

Issued by the Radio Service of the Office of Information in co-operation with the Visual Instruction and Editorial Section of the Extension Service, United States Department of Agriculture.

Vol. 1

May, 1936

No. 4

AND NOW WE BRING YOU ---

The story of the New England Radio News Service, which the 1935 annual report of the Bureau of Agricultural Economics calls the outstanding example of regional cooperation in market news. But, as you will find, the N.E.R.N.S. is more than a market news service. Whenever New England farm leaders want to get an important message to farmers they turn to E. J. Rowell, agent in charge, for time on his program. Read about it on page 2.

"Four Years of Radio Gardening," by Wallace S. Moreland, Extension Editor, New Jersey. The WOR Radio Garden Club, designed primarily to serve the eleven million or so people in our greatest metropolitan area, is undoubtedly one of the most distinctive and successful of our extension educational efforts to date. On the occasion of the club's fourth birthday Mr. Moreland wrote a story which appeared in the Sunday New York Times. We present this story, somewhat abbreviated, on page 5.

Also: on page 4, "North Carolina Takes to the Air," by Frank H. Jeter, extension editor; a report on the new daily county agent program in Arkansas, by Agricultural Editor K. B. Roy, page 3; and, "Talking it Over," with C. R. Briggs, director of the Oregon State station KOAC, page 6. (Mr. Briggs continues his discussion begun last month under the heading "Radio and the County Agent.")

And, "Right Off the Teletype," with your commentator, Morse Salisbury, on page 7.

NEW ENGLAND COOPERATES

By E. J. Rowell, In Charge, New England Radio News Service

The New England Radio News Service is a cooperative project supported by the Bureau of Agricultural Economics, U.S.D.A., the six New England departments of agriculture, and stations WBZ and WBZA of the NBC. The first broadcast was on November 19, 1928. Since that date more than 4,500 broadcasts have been presented, an imposing list of guest speakers has participated, and many thousands of letters have come from the radio audience.

Apparently it was the original intention that most of the time on the air would be devoted to analyses of market news. Three daily programs of 15 minutes each were presented: at 10:30 a.m., 12:30 p.m., and 5:15 p.m. The first period was entirely market information, while the second and third were a combination of market news and occasional talks by guest speakers.

From this beginning there was a gradual transition to the type of broadcasts presented today. The market news has been simplified and the scope of the whole program broadened. We now present an early morning program at 6:30 a.m., a midday program at 1:30 p.m., and two weekly consumer programs, one at 2:00 p.m. on Mondays and the other at 11:00 a.m. on Wednesdays, making a total of 13 regular broadcasts weekly.

The morning period from 6:30 to 7:00 is devoted to market news and general agricultural information. The market news covers important commodities on all the larger New England markets. I believe that this early morning program is the most valuable broadcast of market news ever presented in this section of the country. Certainly the favorable audience reaction has been greater than to any similar program previously presented. When we announced on February 28 that we were discon-

tinuing for the season the potato report from Presque Isle, Me., due to the expense of obtaining it, the audience not only said that they wanted the report but they showed that they meant it by offering to pay for the telegrams.

The noonday programs during the months of October to April are 15 minutes each and follow the National Farm and Home Hour. During the other months they are a half hour in length and precede the Farm and Home Hour. Guest speakers play an important part in these noon broadcasts, with their subjects covering every phase of agriculture and farm life. The Massachusetts Extension Service is responsible for the speakers on Mondays and the New Hampshire Extension Service takes the same responsibility on Wednesdays. Regular periods each month are given to the Grange, the Farm Bureau, the Crop Reporting Service, Milk Producers' Association, Vocational Agricultural Education, Future Farmers, and other organizations.

We assist in the selection of speakers and approve all manuscripts before the speakers go on the air. Naturally, also, there are many speakers that we prefer to select ourselves and frequently there are special occasions which merit special time on the air. So we try to keep our program schedules fairly flexible.

The noon periods include about five minutes of market news, devoted largely to the most important commodities on the Boston wholesale markets.

On Saturday at noon we have a 4-H club program, presenting State and county leaders and active members of 4-H clubs. Each spring we have a 10-

(Continued on page 3)

NEW ENGLAND COOPERATES
(Continued from page 2)

week music appreciation series, presented by professional talent and having a large following.

The weather forecast is included in all morning programs and in the noon-day programs during the months that we are on the air for a half an hour. In connection with the weather forecasts a spray service is broadcast, in season, for the benefit of fruit growers.

The story of our work would not be complete if I did not say that J. Clyde Marquis, then of the B.A.E., Dr. Fred B. Waugh, then of the New England Research Council, and Lloyd Thomas, then commercial manager of Westinghouse radio stations, are the men responsible for the organization--and much of the growth--of this Service. These three men worked out the plan, secured the cooperation of the State departments of agriculture, and guided the Service through troubled waters on many occasions.

POULTRY "SCHOOL" POPULAR

C. A. Bond, extension editor, State College of Washington, reports that a weekly syndicated "Poultry School of the Air" program has proved popular. Released to nine radio stations, this feature has been running for two years and a half.

W. D. Buchanan, extension poultryman, Dr. J. S. Carver, head of the resident poultry department, and his assistant, Dr. Victor Heiman, take turns preparing copy. The editor adapts the material to radio use. Each program is from seven to eight minutes in length.

NEW DAILY PROGRAM LAUNCHED
By K. B. Roy, Editor, Arkansas.

Cooperating with radio station KBTM, Jonesboro, Ark., County Agent A. Raybon Sullivant of Craighead county, went on the air March 31 with a new daily program from his office in the post office building. For the past year and a half Mr. Sullivant and Edrie Spear, home demonstration agent, have been broadcasting weekly.

The March 31 broadcast launching the new daily "Farm News and Views" program, was dedicated to one of the county 4-H clubs. The agents plan to dedicate programs to their clubs in the county, as one means of building up a countywide radio audience.

More than 2,000 letters were sent out announcing the new program, which is on the air from 11:45 to 12 noon. For the first broadcast, a considerable number of farmers and their families who happened to be in the city that day went to the radio station's studio, rather than miss the program.

The radio station installed the microphone in the private office of the county agent, and strung its only line to the studio three blocks away.

With the increasing number of radio sets on farms in their county, Miss Spear and Mr. Sullivant are of the opinion that the time devoted to radioing farm and farm home news will be well spent and will actually be time saved in reaching large numbers of rural people.

Manager J. Beard of KBTM has cooperated closely with the Extension Service since he first started a station, in Paragould. He also uses each day the state farm and home radio news service sent out by the College of Agriculture editorial office.

NORTH CAROLINA TAKES TO THE AIR

By F. H. Jeter, Extension Editor

The North Carolina State College Agricultural Extension Service took to the air lanes as a regular adjunct to its press service in September, 1935.

The venture was entirely new so far as we were concerned and we knew very little about the best ways of presenting programs and of preparing manuscripts to sustain listener interest.

However, we had plenty of raw material with which to work. Staff members of the extension service, the experiment station, and of the school of agriculture apparently were enthusiastic, and pledged their cooperation to the new project.

Gene Knight, a N. C. State graduate and a former editor of the college newspaper, was secured to take charge of the radio service. Working out the program at first was slow, almost painful at times, but gradually he evolved something which looked more like a finished product than the crude turn-outs of our initial efforts.

Now, the service has been extended to six stations in North Carolina, four of these using a manuscript service which is mailed out of the office daily. Station WPTF, a 5000-watt station located in Raleigh, the home of the state extension service, allots us a 20-minute period daily, 1:40 to 2:00 p.m. This program is picked up and rebroadcast by WEED, Rocky Mount, located about 60 miles away.

The author presents his talk (of seven or eight minutes) personally over WPTF. Then we have a brief transcribed musical interlude. After the music Gene Knight presents news items selected for their timely interest to farmers and farm women.

The manuscript which we send each day to the other stations contains the talk given by the specialist over WPTF. This talk is for release the same day it is presented personally over the Raleigh station, and along with it go several news items which take between three and four minutes.

Stations using the manuscript service are: WBT, Charlotte, a 50,000-watt station; WDNC, Durham; WSJS, Winston-Salem; and WMFD, Wilmington. The last three are 100-watt stations. WEED in Rocky Mount, which rebroadcasts the WPTF program is a 250-watt station serving one of the largest agricultural areas in the state.

Extension officials are pleased with the results so far obtained through the radio service and with the response from farm people. We know that our programs are still far from perfect, but we are working on them in an effort to give the rural people of the state the best service possible.

PROGRAM DRAWS "FAN MAIL"

Supplementing the above story, Mr. Jeter says in a letter: "I might say that we have been receiving considerable fan mail, especially from the home demonstration club members in North Carolina. We have also received mail from Virginia, Tennessee, Arkansas, Alabama, South Carolina, and various other states.

"We note particularly a fine distribution of publications following an offer made for a particular extension bulletin in one of our broadcasts."

FOUR YEARS OF "RADIO GARDENING"

By Wallace S. Moreland, Extension Editor, New Jersey

More than 8,000 letters have come to the Radio Garden Club since the experiment of "radio gardening" was initiated four years ago (in March) by the Extension Service of the New Jersey College of Agriculture at Rutgers University, New Brunswick.

"Please tell me what is the trouble with my garden," a typical letter reads. "I have bought some lovely plants, but get no place with them. Please tell me something to do for them, as I am lame, and my only pleasure is watching plants grow. I will pray for you if you will tell me how to take care of my garden. If you have any booklet on care of gardens and garden plants, won't you please send it to me to help make my life a little happier?"

This letter, from a New York City woman, like many another received, reveals that those who tread paved streets and live among the towers and spires of the largest city still seek to indulge their love for growing things. The difficulties they face are many, yet the urge to grow plants of one kind or another cannot be downed.

It is to help these ambitious city gardeners, among others, that the Radio Garden Club goes on the air every Tuesday and Friday afternoon from 3:30 to 3:45 over WOR with programs of timely and practical gardening information. Admittedly lacking in dramatics and showmanship, these informal garden chats have but one object, and that is to help the gardener.

Club speakers are recognized authorities in one or more specialized fields of ornamental horticulture, and all of them have given their time to this venture without charge. In like

manner, various organizations and institutions have cooperated with Rutgers University in this educational program designed to promote more and better gardening.

Thus, co-sponsors of the Radio Garden Club now include the Brooklyn Botanic Garden, the Garden Club of New Jersey, the Federation of Garden Clubs of Bergen County, N. J., the Federated Garden Clubs of New York State, Inc., and the New York Botanical Garden.

Each of these provides speakers for the club, each contributes to the planning of the program. In this manner the club has assumed the status of a joint educational enterprise in which all contributors assume definite responsibilities.

The club's mail comes in greatest volume from New Jersey, New York, Connecticut, Massachusetts, Rhode Island, Pennsylvania, Maryland, Delaware, and the District of Columbia. Letters also have come from Nova Scotia, Maine, New Hampshire, Vermont, Ohio, Michigan, Wisconsin, Washington, California, Nebraska, Virginia, West Virginia, and Florida.

As the Radio Garden Club continues its fifth year of consecutive broadcasting, no fundamental changes are contemplated in the type of programs broadcast. The original idea of providing helpful information to gardeners, wherever they may be situated, will be followed this year as in the past.

S.O.S! HELP! AID!

Please send contributions to Alan Dailey, Radio Extension Specialist, U. S. Department of Agriculture.

TALKING IT OVER

With C. R. Briggs, Director Farm Programs, KOAC

(This is a sequel to "Radio and the County Agent" which appeared in the April Hook Up. Mr. Briggs is again doing the speaking:)

Hello. How'd you like the radio? . . .

Isn't it a fact. I know one prof who used to get progressively more scared. The longer he talked the drier his mouth got. . .

Sometimes a fellow does wonder, I know. But we can look around in other fields and get something of a comparison. You have taken a paper for years, and are interested too. Did you ever write to the paper? . . .

All right, turn it around. How much comment do you get about your news stories? Not much. But you know from the fact that your demonstrations are talked about that people have read the news stories. . .

Well, Bill Averill, county agent in Benton county, Oregon, told me one time after he had been on the air about a year that when he started out he did it as an accommodation to me. Now he says that he finds people everywhere in the county who listen. One night he had a meeting in Alsea, a remote community, and some way the circular letters had not gotten out. He had representatives from all parts of the community just the same, about 25 I remember. . .

Floyd Mullen, county agent in the county next to Bill Averill, told me of a similar happening in his county. He scheduled a soils meeting for Oakville and sent me a notice of the meeting. I announced the meeting every noon during the farm hour. Floyd changed the meeting to Scio about 25 miles away and forgot to tell me. Eighteen persons showed up at Oakville

that hadn't gotten his word that the place of meeting had been changed. . .

Just like you and your newspaper or you and your radio. . . You don't make a lot of fuss about it but when there is something that really concerns you in either one you step right out and take advantage of it. Those listeners of Bill's and Floyd's were not just "one timers". If they hadn't been tuning to KOAC pretty regularly they wouldn't have caught these announcements. . .

And just read what Ralph Beck, county agent in Polk county says: . . .

Well, I suppose that I ought to shut up and go but you know that letter of Ralph's made me feel so good that I've just got to read you part of it. Listen to this: "I have felt that this program was the best thing I ever did to create good will not only for the local county agent's office but for the extension service." . . .

O. K. I'll be hearin' you. . .

GEORGIA AGENTS BROADCAST

Ralph Fulghum, extension editor, reports that county and home agents are broadcasting regularly on nine Georgia radio stations. Three of the county extension offices have daily broadcasts.

Mr. Fulghum will give us the whole story in the June Hook Up.

Gerald Ferris, assistant extension editor, Ohio, has prepared a mimeographed letter on "What to Broadcast", as a help to county agents. More about this next month.

RIGHT OFF THE TELETYPE

(And onto the Hook Up)

Washington, D. C., May 28 -- Radio circles here in turmoil as preparations reach fever heat for biggest engineering hearing in radio since the ones preceding reallocation of 1928. Federal Communications Commission will sit en banc to get facts about shifts might be made in spectrum at present in day-to-day use, and in new portion of spectrum above 30 thousand kilocycles rapidly coming into use.

Not expected broadcasting band will be greatly affected immediately as result of new technical developments to be reported at hearing. However, new information indicating trends of future development of high importance to broadcasting, television, facsimile broadcasting, and other uses of radio will be gathered at June sessions of FCC.

.....

Muskogee, Okla., May 1 -- Muskogee Phoenix and Times-Democrat puts new hundred-watter, KBIX, on air. Duncan Wall, extension editor, and I. J. Hollar, county agent, on hand to help launch farm and home program, scheduled 11:45 to noon daily. Kendall McClarren, Times-Democrat farm editor, in charge. County agents in surrounding counties planning to broadcast on regular schedule.

.....

Charlotte, N. C., May 9 -- New type of agricultural program set up here today by North and South Carolina Extension Services, and U.S.D.A. Instead of the States providing speakers and complete management for the programs as in other cooperative arrangements, U.S.D.A. regional office of Soil Conservation Service will provide master of ceremonies and frequent speakers on program; also will be

responsible for seeing that programs are arranged and produced. SCS man, Forney Raskin of regional information office, will handle Extension material, introduce Extension speakers; also U.S.D.A. material and speakers. Program will be aired by WBT, 50,000-watt outlet covering Southeast, in choice noon-time spot. Station continues to carry news briefs from N. C. Extension Service in early morning hour. Station enthusiastic over program; so are State extension services and U.S.D.A.

Extension editors and SCS regional information officers who see similar possibilities in their States and want to explore them with U.S.D.A. people write to Salisbury, Radio Service, or Zimmerman, SCS, Washington office.

.....

Washington, D. C., May 1 -- Subcommittee on conflicts of the Federal Radio Education Committee met here April 28 and 29. Reported to FREC need for study of causes of conflicts between educators and broadcasters and means used to successfully overcome such conflicts, and recommended procedure in making study. Report not yet acted upon by full FREC.

.....

Davenport, Ia., May 1 -- County Agent R. W. Combs and three members of staff open daily 5-minute broadcast, 11:55-12:00, over WOC. Station installs microphone in extension office. County Farm Bureau pays nominal charge for line service.

.....

Your reporter,
Morse Salisbury.

